

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (*Currently Amended*): An automated method for web ranking of bids, comprising the steps of:

tracking Internet user activity generated to an Online Marketing Media(OMM) and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser;

acquiring data relating to the Internet user activity;

sorting said data to remove duplicate information;

compiling a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key;

determining sufficiency of data based on specified conditions;

calculating an acceptable new maximum bid for said search term;

determining whether said maximum bid is a justified expense for the advertiser in light of profit determining factors, said profit determining factors comprising an expected return on advertising spend (ROAS) value, a minimum acceptable return on advertising spend (ROAS) value, a maximum return on advertising spend (ROAS) value, a computational linguistics value of the search term, and the new maximum acceptable bid value;

determining whether to maintain, modify, or remove a bid for a search term;

retrieving information on competitor's bids; identifying desired ranking;  
preparing an insertion order with an appropriate bid for achieving the desired  
ranking; and  
automatically uploading the insertion order to the OMM.

Claim 2 (*Original*): The method of claim 1, wherein Internet user activity generated to an OMM and an advertiser's website is tracked by the OMM, the advertiser's website, and a tracking engine.

Claim 3 (*Original*): The method of claim 2, wherein said tracking engine tracks the Internet user's activity by assigning a tracking URL having a keycode embedded therein that identifies the OMM and a search term which was used by the Internet user to access the advertiser's listing.

Claim 4 (*Original*): The method of claim 3, wherein said primary key comprises the keycode used in the tracking URL.

Claim 5 (*Original*): The method according to claim 1, further comprising the steps of:

providing the advertiser's web site with content management system software displaying a plurality of web pages containing unique advertisements, each advertisement having a unique telephone number published therein;

assigning a keycode to each telephone call received at the telephone numbers published in the advertisements, the keycode identifying the telephone number uniquely associated with the advertisement;

recording data regarding receipt of each said telephone call and purchase orders resulting therefrom in said master data set.

Claim 6 (*Original*): The method according to claim 5, wherein said recording step is performed automatically by call center software.

Claim 7 (*Original*): The method of claim 1, wherein said step of acquiring data relating to Internet user activity includes sending GET requests at specified time intervals to the OMM, the tracking engine, and the advertiser's web site.

Claim 8 (*Original*): The method of claim 1, further comprising maintaining a database of a plurality of search terms relating to the advertiser's service or product.

Claim 9 (*Original*): The method of claim 1, wherein the data set contains a designated threshold value of visits and actions taken by the user on the advertiser's website for fulfilling said specified conditions for data sufficiency.

Claim 10 (*Canceled*)

Claim 11 (*Original*): The method of claim 1, wherein said step of identifying desired ranking includes identifying the highest competitor bid which falls below the new maximum acceptable bid value.

Claim 12 (*Original*): The method of claim 1, wherein the step of preparing insertion order with appropriate bid for achieving the desired ranking includes entering a bid that is a minimal value above the highest competitor bid which falls below the new maximum acceptable bid value.

Claim 13 (*Canceled*)

Claim 14 (*New*): An automated method for web ranking of bids, comprising the steps of:

- tracking Internet user activity generated to an Online Marketing Media(OMM) and an advertiser's website when an Internet user conducting a web-based search on the OMM enters at least one search term relating to a service or product of the advertiser;
- acquiring data relating to the Internet user activity;
- sorting said data to remove duplicate information;
- compiling a master data set from said data wherein data values are arranged according to time of Internet user activity and a designated primary key;
- determining sufficiency of data based on specified conditions;
- calculating an acceptable new maximum bid for said search term;

determining whether said maximum bid is a justified expense for the advertiser in light of profit determining factors;

determining whether to maintain, modify, or remove a bid for a search term;

retrieving information on competitor's bids; identifying desired ranking;

preparing an insertion order with an appropriate bid for achieving the desired ranking

entering a bid that is a minimal value above the highest competitor bid which falls below the new maximum acceptable bid value; and

automatically uploading the insertion order to the OMM.

Claim 15 (*New*): The method of claim 14, wherein Internet user activity generated to an OMM and an advertiser's website is tracked by the OMM, the advertiser's website, and a tracking engine.

Claim 16 (*New*): The method of claim 15, wherein said tracking engine tracks the Internet user's activity by assigning a tracking URL having a keycode embedded therein that identifies the OMM and a search term which was used by the Internet user to access the advertiser's listing.

Claim 17 (*New*): The method of claim 16, wherein said primary key comprises the keycode used in the tracking URL.

Claim 18 (*New*): The method according to claim 14, further comprising the steps of:

providing the advertiser's web site with content management system software displaying a plurality of web pages containing unique advertisements, each advertisement having a unique telephone number published therein;

assigning a keycode to each telephone call received at the telephone numbers published in the advertisements, the keycode identifying the telephone number uniquely associated with the advertisement;

recording data regarding receipt of each said telephone call and purchase orders resulting therefrom in said master data set.

Claim 19 (*New*): The method according to claim 18, wherein said recording step is performed automatically by call center software.

Claim 20 (*New*): The method of claim 14, wherein said step of acquiring data relating to Internet user activity includes sending GET requests at specified time intervals to the OMM, the tracking engine, and the advertiser's web site.

Claim 21 (*New*): The method of claim 14, further comprising maintaining a database of a plurality of search terms relating to the advertiser's service or product.